

FOR IMMEDIATE RELEASE

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MISSION BBQ Opens 13th Location in Florida

Lakeland, FL location to Open on May 21

MISSION BBQ has opened its 65th location in Lakeland, FL on Monday, May 21, 2018. Co-founders, Bill Kraus and Steve Newton hosted the Grand Opening celebration that began at noon. The event started with the National Anthem performed live by a local Uniformed American Hero. The ribbon cutting ceremony followed immediately afterwards.

This is the 13th location in Florida for the restaurant known for its traditional American BBQ with a hefty side of patriotism. Co-founders, Bill Kraus and Steve Newton achieved the original goal of 40 restaurants two years ahead of schedule in November 2016. The opening of the Lakeland location is part of MISSION BBQ's new expansion plans, with a targeted goal of 80 restaurants throughout the Eastern U.S. by the end of 2018.

As is tradition with the opening of every MISSION BBQ, the Lakeland location hosted charity nights throughout the week leading up to the Grand Opening, with all sales donated to organizations chosen by local police and fire departments in the Lakeland Community, as well as to Special Operations Warrior Foundation.

Firefighters Friends and Family Night an invitation only event held on Wednesday, May 16: 18: 6 p.m. – 9 p.m. raised \$3676 for the Polk Sheriff's Charities, Inc. & Lakeland Firefighters Inc.

Police Officers Friends and Family Night an invitation only event held on Thursday, May 17: 6 p.m. – 9 p.m. raised \$4367 for the Polk Sheriff's Charities, Inc. & Lakeland Firefighters Inc.

Military Appreciation Night was open to the public on Friday, May 18: 6 p.m. – 9 p.m. and raised \$4030 for the Special Operations Warrior Foundation.

MISSION BBQ is located at 4014 South Florida Avenue, Lakeland, FL 33813

About MISSION BBQ:

MISSION BBQ opened its doors for business on September 11, 2011. We believe there is nothing more American than BBQ. And nobody more American than the brave men and women who have sworn to protect and serve Our Communities and Our Country. We do what we do for the love of our soldiers, firefighters, police officers, and first responders—all our loved ones in service. We set across this great land from Texas to Kansas City, the Carolinas to St. Louis...to discover the secrets of great BBQ. Every day we strive to serve you authentic BBQ made from the freshest, most delectable ingredients, and serve it to you in a patriotic dining room filled with tributes to those who've made Our Country great, given to us by the people who earned them. Stop by at lunchtime, and you might catch us during our daily salute to the Stars and Stripes. For more information about MISSION BBQ: <http://mission-bbq.com/>

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